Innovation of Moral Education in Colleges—Based on Challenges and Inspiration of “IP + Internet”

Wei CAO\textsuperscript{a} and Sheng-Hu ZHOU\textsuperscript{b,*}

Xuhai College, China University of Mining and Technology, Xuzhou, Jiangsu, China

\textsuperscript{a}Caowei100@cumt.edu.cn, \textsuperscript{b}94119899@qq.com

*Corresponding author

Keywords: Moral education in colleges, “IP + Internet”, Entertainment

Abstract: The new information broadcasting mode under Internet has put forward new requirements for traditional ideological and political education of university students. "IP + Internet" increasingly takes root in university campus, affecting students' way of thinking and living, the main features of which are efficient broadcasting mode and entertaining content. On the basis of research, this paper analyzes the breadth and depth of IP's impact on college students, aiming to learn from the efficient broadcasting mode of the "IP + Internet" and overcome the negative impact of over-entertainment on the educational environment simultaneously. Finally, it's supposed to realize the innovation of concept, content and means in the ideological and political education while sticking to the position.

“IP” and “IP + Internet”

The Rise of IP Industry

The full name of IP is Intellectual Property, traditional IP mainly refers to a variety of products that created by human intelligence, such as literary and artistic works, invention, the names, logos, patents used in business etc. Currently, hot IP refers to those cultural works that have core ideas, brand value and a wide range of audiences, which can also bring huge flow and economic benefits through Internet media promotion, such as net literature, anime and so on.[1] IP products and characters first appeared in the United States and Japan, lots of classic images has long been known, such as Captain America, Spiderman, Iron Man from Marvel Studio, Superman, Batman from DC Comics etc. A new industry chain mode is gradually formed, which covers movies, online games, anime, hand travel and a series of derivatives after 2000. It’s the typical operation to explore IP resource and drive the market by supply. The advances in modern information technology vitalize the IP industry, what's more, China’s IP industry develop rapidly with an unprecedented momentum. 2015 is called the “Chinese IP Era”. The TV series, movies, webisode that were adapted from network novel sprang up intensively, some of the representative works are The Secret of Grave Robber, The Journey of Flower, Nirvana in Fire, and the promotion of relative online games followed closely. The meet of cross media attracts massive fans, creating a huge economic gain.

The Features of the “IP + Internet” Broadcasting Mode

Efficient and Lasting Broadcasting Mode

“IP + Internet” has the following features: first, IP has symbolic content, including plots, main characters and something else, making it easy to identify, memory. It can be that attractive to make the audience follow them for long. Second is the interaction of cross media. Developers promote IP cross border in the form of movies, TV series, webisode, hand tour, social media and derivatives from the initial network novels, so that IP has extended derivative capacity. Thirdly, the content has long been operated. IP will develop increasingly with time passing by and the accumulation of followers, once it is activated. IP will be updated constantly out of the needs of fans to achieve long-term operation during the interaction. [2]
Entertainment of the Transmission Content

Known from the industrial development process of the United States and Japan, a valuable IP usually covers four levels of content from surface to core, which is called "IP Engine". The outermost layer is "presented form" which will be directly perceived by the audience. The second layer is "storyline", that is, the main clue to the development of IP. The third layer is the universal elements in IP images that embodies the human's pursuit of all the good things. The core level belongs to the "values". In terms of the content, currently, some IP works do have rich content and high aesthetic taste, reflecting the positive values and contain education in amusement. However, most of the IP works only stay in the eye-catching elements, such as the packaging of popular elements and the laying of the storyline, to some degree, it seems unduly entertaining. Obviously, it's hard to dig the universal elements and values, which makes a lot of IP works a "fast food culture" that is easy to accept but lacking of nutrition.

The Survey of College Students on the Overall Understanding of IP

IP industry, as an important part of the modern entertainment industry, is mainly popular among young people who are the main source of “fans”. We designed the "IP Questionnaire" in order to grasp the degree of college students' awareness of IP and the breadth and depth of IP's impact on them. The questionnaire involves students' basic entertainment situation, the cognition of IP and something else. In December 2016, the research group carried out a sample survey in the undergraduate students of China University of Mining and Technology and Jiangsu Normal University. The samples involving students from grade one to grade four who major in science, engineering, literature, art and other disciplines, are widespread and well-distributed. A total of 500 questionnaires were distributed and 486 valid questionnaires were collected. The data were summarized and summarized as the following two aspects.

IP Plays an Important Role in College Students' Daily Life

Generally speaking, college students take entertainment as an important part of spare time, most of them believe that entertainment itself is the purpose and it should not be related to study. Students spend about 3 hours on entertainment every day, they have diversified entertainment. Mobile phone is the main tool, the main forms of entertainment include recreational activities, TV dramas, network novels and online games. 68.2% of the students believe that IP is "the main content of college students' daily entertainment" through the interpretation of the definition of IP, the impact of IP is obvious. Questionnaire took the popular IP works in recent two years, such as “the Secret of Grave Robber, The Journey of Flower, World of Warcraft,” as examples to start specific investigation. 92.7% of those questioned approached “the Secret of Grave Robber” through network novels, TV series, movies and online games. Thereinto, 57.6% of them approached it in two ways, 27.3% in three ways.

87.1% of the interviewees watched the movie "World of Warcraft", 36.2% of them were out of the online game "World of Warcraft", another 43.7%, although have not directly approached the game, watched the movie out of the influence of game version. It shows that IP's cross-media operation has been widely accepted by students. 20.5% of students chose "the first time to watch", 

Sheet 1: the way college students approach “the Secret of Grave Robber”

<table>
<thead>
<tr>
<th>A kind of way</th>
<th>Two kind of way</th>
<th>Three kind of way</th>
<th>Four kind of way</th>
</tr>
</thead>
<tbody>
<tr>
<td>proportion</td>
<td>proportion</td>
<td>proportion</td>
<td>proportion</td>
</tr>
</tbody>
</table>

142
another 54.3% of the students chose to "watch", the two options together accounted for 74.8%, once
the novels or TV dramas like “The Journey of Flower”, “Nirvana in Fire” were released. They
became the “fans group” above in varying degrees.

Lacking of "Immunity" on IP's Excessive Amusement Content

We have designed several problems in the survey in order to get the evaluation of IP works by
college students. As for the choice “the most attractive part of The Secret of Grave Robber”, only
16.9% of students chose “higher outlook on life and values”, the rest of the choice were all
concentrated on the "star cast, clothing choreography" and "fascinating storyline". The evaluation of
“The Journey of Flower” was similar to that. As for students' feelings for all forms of IP works after
watching, 51.9% of them chose "fun, little gains", and another 26.2% chose "pure entertainment, no
gains", the detailed information is shown on sheet 2.

Thus, students have realized that some of the IP works filled with heavy entertainment, they gain
little from, but their enthusiasm on it is indeed increasing. In addition, the content of some IP works
tend to be vulgar, homogeneous and irrational. Money worship, hedonism, utilitarianism and
historical nihilism values that are indicated in the works have negative effect on the shape of college
students’ values and aesthetic taste, which is worth thinking by every educator in this field.

Inspiration of "IP + Internet" Mode on College Students' Ideological and Political Education

Sticking to the Position: An Honest General Has the Same Subordinates around

“An honest general has the same subordinates around”. College faculty are the demonstrators and
leaders of the students' thoughts and behaviors. Faced with the Internet's impact on traditional
education and the spread of pan-entertainment, they must adhere to the ideological and political
high ground, have the duty to defend the land and dispute every inch of ground. The preacher
himself must first understand and believe what he imparts. Similarly, ideological and political
education workers must first strengthen the ideals and beliefs and radicate the socialist core value
system in the mind firmly. The connotation and extension of "position" are changing constantly
under the Internet. Educators have long been committed to the offline research of ideological and
political education, however, they have little grasp of the characteristics and rules of education
online. [3] Only when you know both your opponent and yourself can you stick to the position. As
for IP, it is not advisable to indulge in it, but it is very important to understand the rules of its
development and change, and how much it influences college students. Active attack should be
taken and highland should be occupied when sticking to the position. Students are easily attracted
by the bright look of IP works and rarely consider digging the embedded value. Therefore, it’s time
for ideological and political education workers to appear timely. They should have a thorough
discussion about the hot IP works with students, guiding them to correct their aesthetic with the
mainstream values, to evaluate IP works with the sense of question and to distinguish what is true,
good and beautiful and what is false, evil and ugly.
Enriching Content: Product Upgrade of Century-old Shop

The long-term viability of IP works lies in the nice interaction with the audience and the constant derivation and update out of fans’ need. The secret of Marxism's vitality lies in keeping pace with the times and enriching and developing in the collision between theory and real life. The update of human knowledge speeds up with the development of information technology. It has been quiet urgent to upgrade the products of the “century-old shop”--traditional ideological and political education.

First of all, the relationship between innovation and heritage and reference should be well treated. The downturns of the ideological and political education effect are attributed to the outdated and boring theory by some teachers. Abandoning tradition and “starting all over again” exist in certain range. The existing theoretical system of ideological and political education is the truthful understanding fully tested by practice, giving up these fine tradition is equivalent to abandoning the characteristics and advantages of ideological and political education. That may make ideological and political education lose its direction, innovation is also out of the question. Adhering to the "cultural self-confidence" of socialism with Chinese characteristics, includes not only the communist faith and socialist core values, but also Chinese traditional culture. In addition, the useful experience of foreign universities' general education and quality education can be learned and absorbed domestically. [4] Secondly, we must adhere to the problem-oriented consciousness, facing the needs of students. College students get a variety of ways to receive information, confronting complicated problems, puzzle and temptation. Traditional ideological and political education theory is not a cure for all diseases, innovation and solution should be put forward timely according to the specific problems and reality that students meet currently. Only in this way can students believe the theory is alive and useful, and support it with sincerity.

Innovation Means: the Construction of "Ideological and Political Education + IP + Internet" Platform

First of all, students should be guided by IP figures on campus. The symbolization of IP works first appears as a hero with unique or distinctive personality and full tension. This is an important reason to attract fans, which provides inspiration for the development of campus IP figures and the ideological and political education construction. The development of campus IP figures is supposed to start from both the virtual and realistic characters.

Virtual characters refers to the star IP figures that are popular and loved among post-90 college students, such as heroes or cartoon figures in TV play. These “stars” are supposed to be introduced into campus through WeChat Official Accounts, QQ group, microblog, exclusive APP, etc. Ideological and political education workers could communicate with students and narrow the distance with them through these “stars” since IP figures has unique way of thinking and talking which is easier to evoke students’ enthusiasm. For instance, educators can raise students' concern on the recent hot issues through the remarks that IP figures made on the online platform. And then they may gradually guiding students to analyze problems scientifically and rationally.

Realistic figures refers to the promotion, in the form of "IP + Internet", of all kinds of advanced characters on campus. Cultural activities in campus are the important carrier of education, however, excessive recreation of campus activities has aroused widespread concerns of educators. In addition, campus activities tend to be fragmented. The main
line is not prominent and coherent. At the same time, there are still some serious problems, such as plagiarism, shortage of originality, insufficient engagement and so on. Using the "IP + Internet" mode and developing original campus IP works can be an attempt to solve the problems above.

In terms of content, the source of the original IP works covers revolutionary historical stories, Chinese traditional culture, social hot spots, the issues that students focus on, etc. The main line of IP works should be the promotion of socialist core values. Also, the works must see big things through small ones and be vivid. The creative subject can be a teacher, more students better, schools can set up a special award to encourage students to create campus IP works which tell their own stories around. As for the forms, the selected IP works need to be operated through cross-media mode, WeChat, microfilm, stage play, feedback essay and so on are all good ways. Meanwhile, the interaction between online and offline should be achieved so that students may make judgement when they are participating. The campus IP works with high satisfaction need to be coherent and the plots of the works must be updated according to the current topics and hot spots. Excellent IP works need to be fixed in time. What’s more, those works should be promoted at the beginning of college career. All that is for forming preconceived ideas and guiding students to form a good habit and establish the correct values.

References


